

destination resorts are also major draws for the Mexican market and other domestic and international visitors.

Additionally, since its establishment, the Indian tourism program's primary function has been outreach. This bill will enable the Indian tourism program to engage in promotion, marketing and advertising, greatly expanding its scope and effectiveness. Tribal governments and non-profits are currently eligible for cooperative advertising funding through the New Mexico Tourism Department; however, these entities only receive a small percentage of cooperative advertising funds and are often deterred by the matching requirement. This appropriation would provide tribal governments and non-profits with direct access to marketing funds.

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